

## How To Do Product Photography For E-commerce Business



Since the Stone Age, human beings keep evolving ways to live more comfortably to fulfill their basic needs. In the medieval period, the world started to experience vast trade and commerce that triggered an institutional shape of business to do almost every part of the world. And now, at the age of modern peak technology, we get to have a giant-shaped e-commerce industry with a countless number of goods and products.

Now it is easiest ever for consumers to buy/order a product through simple web browsing at many e-commerce platforms. E-commerce business has opened the door by which sellers can easily reach their targeted customers. So the store/seller only needs to launch the product with an attractive promo in an appropriate way that answers every question of consumers.

As a seller, you to do this stuff is very simple by starting up with product photography! Once your targeted customers get the real images of the products that he/she is looking for, that's your real business opportunity to sell the product and explore your enthusiastic enterprise/store.

## E-commerce product photography

No matter how high quality your products are, no one will buy them if your product photos are of low quality. Many studies and statistics show that product images are essential to customers' purchasing decisions.

So it is needless to say, you must have to have good quality images of your products. All the processes related to this vital step are considered e-commerce product photography. This process desires the next whole of things, so take product photography as a serious job.

### Product photography setup

The first and foremost thing you need to have is your product in your hand that you want to photograph. To manage the fresh and glossy one by keeping in mind that consumers will buy/order by only watching this product that you are going to present. So hit them hard as possible to choose the product by its look at first sight.

The secondary vital issue is background/sets. Yes, background/sets are as important as making it worthy of being the second vital issue for fruitful Product photography. Appropriate background/sets provide an impression of the product and the seller's enthusiasm and professionalism. So never compromise with it. Try to create the right backgrounds/sets that match the product and avoid unnecessary or irrelevant objects by keeping those things out of the frame.

### Product photography lighting



Not only in Product photography, but lighting is also the key aspect in every kind of photography. Wherever you are indoors or outdoors doesn't matter; always lighting manipulates & determines just everything of your photography. Because the amount of light on your subject depends on how impressive your photograph will turn out. Proper lighting aesthetically brings out the actual colors with correct sharpness that flourished features of the subject.

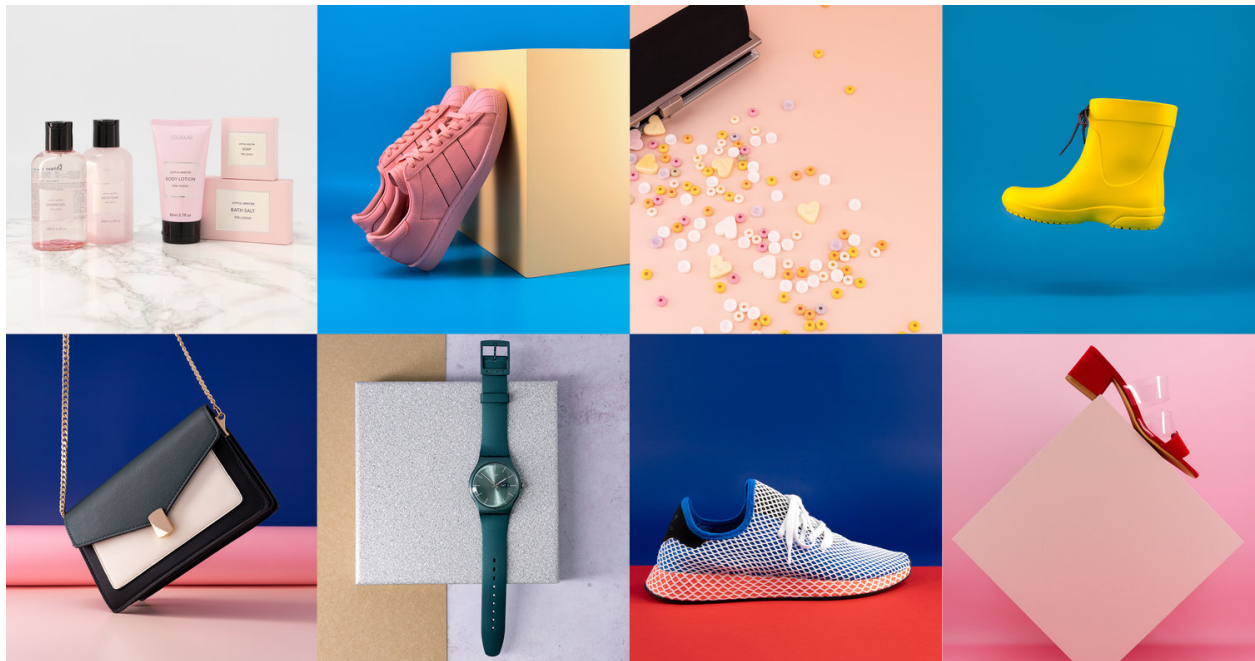
Though you can also manipulate a lot by photoshop editing, despite that, genuine lighting during the moment of photoshoot really matters a lot if you are not an expert photoshop editor. So be sincere highly with the concerning section of lighting.

### **Product photography Background**



The first tip is to ensure that the set you are setting will give you extremely good images. Go for a plain white background! Yes, this is the best option for choosing a background color that is white. Because it avoids the chance of color spilled which helps a clear view of the object/product. Pay attention to the color of photos, and it is not supposed to be oversaturated.

## Product photography ideas



Ideas are like the power of engines in product photography. Try it in a unique & unconventional way by avoiding traditional things. It's not actually possible to advise and counsel because ideas must be generated by the type of products. Only one thing can be recommended to make your product photography realistic with equally artistic.

## Product photography camera

Obviously, one of the main things is the camera when it comes to photography. It actually depends on what type of product is going to be photographed. In this case, try to approach in a conventional way. Yes, honestly, there is no need to have a powerful camera, lens & kits unless your demand would be fully filled with a simple mid-ranged 12-megapixel smartphone.

In most cases, huge megapixel photos contain big file sizes. If you use a high-resolution camera, you'll have to reduce its quality to upload your images. So it is best to use a good quality camera with an approximately 12-megapixel lens that would meet your demands fully.

Another thing that you may apply for little/tiny-sized products to use is a macro lens. Extremely good quality macro photography could lead your targeted consumers to buy/order your product.

## Product photography equipment & camera settings



As has been suggested to use a 12-megapixel smartphone, you won't have to bother much. Pay attention only to perfect framing and keeping on the focus mode. You must need to make your product perfectly, which will enhance the clarity of the focused object cum the product.

You may use a blurred background, which actually depends on the size and shape of the product. Try to use a tripod for a smooth & steady shoot. You may also use flash, but you need to be very careful about that. It is highly recommended to take photos in daylight and only pay attention to the product that it has to be clear and realistic with enough resolution.

### Conclusion:

Practice makes a thing perfect. With time everything becomes easy and smooth. The last and best useful suggestion is doing experiments by following the aforementioned tips. You get to know everything you should and what to not by having experimented several times.